

Best Practices for a Tough Economy

Stay On Top In An Economic Downturn

Now available in audio workbook with handouts

Best Practices for a Tough Economy covers success strategies you need NOW to navigate during tough economic times. This product is a lightly edited live performance presented to a sold out audience in Memphis, TN. The same approach that has made you successful over the past decade will not be enough to continue to grow your practice in the “new” economy.

You will learn:

Marketing On A Flossthreader

New patients are the lifeblood of your dental office, yet you may be struggling to market to those prospective patients in this economy. Now it is more important than ever to reap a return on your marketing dollar. If your marketing budget is large or small, don't miss this presentation as Penny Limoli shares with you the secrets of attracting new patients for a minimal investment.

Converting New Patient Callers into Appointments

New patients are the fuel to grow your practice and most prospects make their first contact with your office over the telephone. Are you providing Ritz Carlton or Motel 6 service to your prospective new patients? Learn what you need to do today to change your new patient's telephone experience with your office from average to excellent.

Get Paid

You've gotten the patient into your chair, and they're ready to address their dental needs. Now for the big question... who writes the check, how much is it for, and whose money is it? In a tight economy where cash is scarce, you must be certain your business practices are paying off. If you want to improve your bottom line, you can't miss this presentation. Tom Limoli will answer the questions that are on the lips of dentists right now. Whether you're a participating provider with several plans, not participating at all, or wondering whether you should, Tom will deliver information-packed content that you must implement to not only survive, but thrive, in this difficult economy.

Our Experts

Penny Reed Limoli

Penny is a nationally renowned dental practice management coach and speaker. Her unique combination of management experience, successful career as a dental practice consultant, and business administration education make her one of the most effective dental practice coaches and speakers in North America. With more than 18 years of management experience, from publicly traded companies to dental practices, Penny has the unique ability to quickly pinpoint challenges and turn around underperforming practices.

Penny's expertise has been highlighted in the articles that have been published in many widely read publications. She is also a member of the National Speakers Association and is a highly sought-after speaker. She has presented at dental seminars across the country and has been named one of *Dentistry Today's* Leaders in Consulting for 2007, 2008, 2009 and 2010.



Tom Limoli

Tom is the foremost authority today on proper coding and the seamless administration of dental reimbursement. He serves as president of Limoli and Associates Inc., a company that has assisted dental practices in streamlining the insurance payment process since 1974. Tom's no-nonsense approach to the management of third-party reimbursement has been implemented in thousands of dental offices across the country and abroad. He is renowned for the humor and factual delivery of his lectures.

Tom's services are used widely during insurance fraud investigations and he is frequently called upon as an expert witness for both sides. Tom is a member of the National Speakers Association, the National Health Care Anti-Fraud Association, the American Association of Dental Editors, the American Association of Dental Consultants, and is a past president of the Academy of Dental Management Consultants. He has published hundreds of articles in every major dental publication. Tom has also been quoted in the Wall Street Journal and Consumer Reports.

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